



SageCRM

A Complete View of Your Organization's Customer Interactions

SageCRM is an easy-to-use, fast-to-deploy, feature-rich Customer Relationship Management solution that you can configure and personalize. Combining SageCRM with Sage MAS 90 and Sage MAS 200 ERP systems provides you with a way to quickly analyze, manage, and synchronize sales, marketing, and customer care activities across all points of contact. Use Business Insights Explorer to give you true visibility across your business and up-to-date sales results. Seamlessly convert SageCRM prospects to Sage MAS 90 or 200 customers and provide real-time quotes to orders.

SageCRM integrates with Sage MAS 90 and 200 through a seamless interface that delivers real business management advantages to your organization. Designed to improve business relationships with every interaction, SageCRM and Sage MAS 90 or 200 provide a complete customer solution. For example, real-time availability and pricing allows you to generate an accurate proposal with no hidden charges. Then, send the quote by e-mail directly from SageCRM and set reminder follow-ups. This increases your forecasting accuracy and productivity, and strengthens your customer relationships.

With a full suite of integrated applications—including Sales, Marketing, Customer Service, Mobile Solutions, Accounting, Distribution, and Manufacturing—your people get the tools they need to find new customers, close sales faster, access transaction history, accounting data, and build lasting, more profitable relationships across all channels. SageCRM's powerful workflow engine delivers better business process automation, making your organization more effective and efficient. Regardless of how, when, or where customers, partners, and prospects choose to interact with your organization, SageCRM offers a comprehensive, easy-to-use solution to successfully manage relationships.

**Please note that SageCRM is available for Sage MAS 90 and 200 v4.2 and later.*

BENEFITS

Build long-lasting customer loyalty and generate repeat sales from your best customers

Analyze, forecast, and report on key sales data

Quickly analyze, manage, and synchronize your sales, marketing, and customer care activities across all points of contact

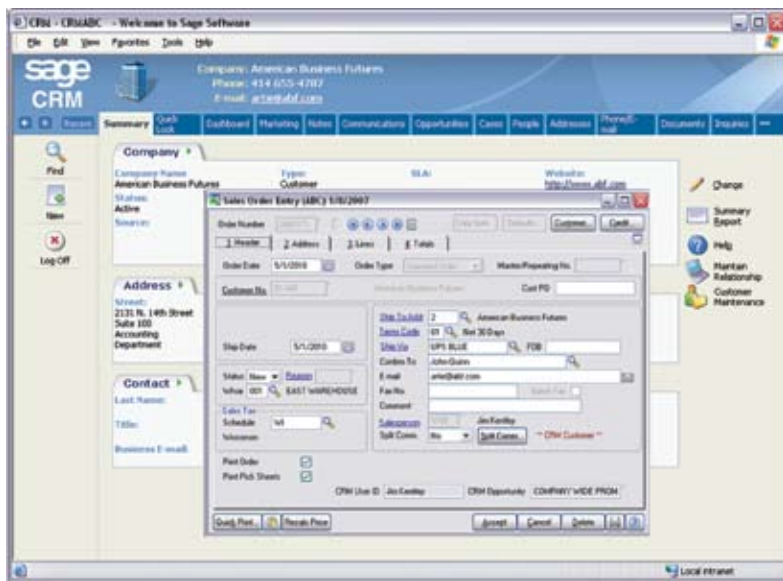
Easily identify, execute, and replicate effective marketing initiatives across your sales channels

Assign, schedule, and track marketing campaign activities, and measure performance

Access relevant customer data in real time, including purchases, call and escalation history, interactions, multiple contacts, support cases, e-mail, and attachments

SAGE BUSINESS INSIGHTS EXPLORER MAKES SENSE OF THE NUMBERS

Get timely access to key business information across your system in a format that is easy to read and understand. Easily apply query, reporting, and statistical analysis to make faster and better decisions for your future. Quickly assess the state of your business, monitor sales, and share information with others in your organization in a meaningful way.



◀ Look up contact information, enter a sales order, perform customer maintenance, and access Sage MAS 90 and 200 information directly from SageCRM.

